

VALUES, ATTITUDES AND BEHAVIORS

Overview

- Define values, attitudes, behaviors and beliefs
- Explain the importance of beliefs, values, and norms
- Explain the value system and the significance of the socialization process
- Explain Louis Rath's seven value criteria
- Explain cognitive dissonance and ways to reduce it

Army Values

- LOYALTY
- DUTY
- RESPECT
- SELFLESS SERVICE
- HONOR
- INTEGRITY
- PERSONAL COURAGE

Categories of Values

- Personal Values
 - representative of an individual's moral character
- Social Values
 - Folkways- values people accept out of habit
 - Morals- morality which governs values
 - Institutional- ways or practices set up under law
 - Taboos- the emphatic do's and don'ts of a particular society

Categories of Values

- Political
 - “American Way”, public service, voting, civic responsibility
- Economic
 - Such mediums as equal employment, stable economy, money, private property, pride of ownership, and taxes
- Religious
 - Characterized by reverence for life, human dignity and freedom of worship
- Socialization
 - Major source of individual values

Louis Rath's Value Criteria

- Choosing Freely
 - No one can force you into a value
- Choosing from alternatives
 - Choosing after consideration of the consequences
- Choosing after the thoughtful consideration
 - Being committed to the choice
- Prizing and cherishing
 - Being happy with your choice

Louis Rath's Value Criteria

- Affirming
 - Letting others know where you stand
- Acted upon
 - Your actions speak louder than words
- Repeated
 - Consistent in your pattern of life

Attitude

A state of mind or feeling with regard to some matter

Characteristics of Attitude

- Difficult to measure
 - Indicated by behavior, reactions to individual situations, social values
- May create inflexibility and stereotypes
 - Based on inconsistencies, incorrect assumptions or other false data
- Demonstrated by behavior

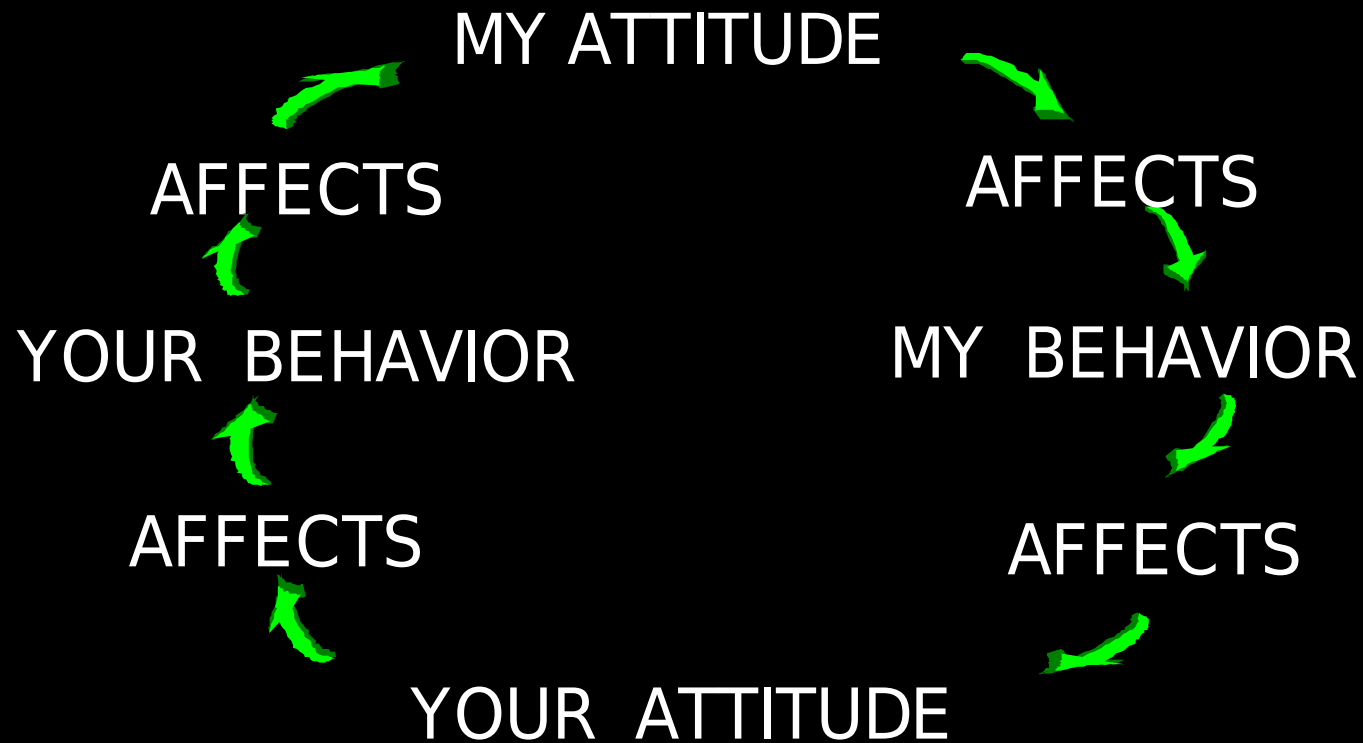
Characteristics of Attitude

- Formed largely from the continuous process of socialization
- Positive or negative
- Once formed not easily changed
 - Takes a SEE, new conditions, new experience, and new information
 - Attitudes may be affected by age, position, and education

Behavior

The manner of conducting oneself.
The response of an individual or group to it's environment.

BETARI Box Model



Cognitive Dissonance

- A state of internal tension that results from an inconsistency between any knowledge , belief, opinion, attitude or feeling about the environment, oneself or one's behavior. It is psychologically uncomfortable.
 - Cognitive- being reduced to factual knowledge; act or process of knowing including both awareness and judgment.
 - Dissonance- lack of agreement, inconsistency between one's actions and one's belief

Ways to Reduce “Cognitive Dissonance”

Avoidance

Denial

Change

Example of the Process

- SFC Jones is unhappy that women are now assigned to his unit because he feels that females cannot handle stressful emergency situations. Then during a situation one female functions well during an emergency.
- SFC Jones experiences cognitive dissonance.
- How does Jones reduce this?

Example of the Process

- Avoidance- SFC Jones delegates responsibilities so he doesn't have to come in contact with females, or asks for a transfer.
- Denial- SFC Jones passes this off as an exception to the rule
- Change- SFC Jones thought females could not perform under stress, but he was wrong.
- Have you experienced this? Now you know the big words for what happened to you.

Beliefs/Norms

- Beliefs are assumptions or convictions you hold as true about some thing, concept or person.
- Norms are the rules or laws normally based on agreed-upon beliefs and values that members of a group follow to live in harmony.
 - Formal- official standards or laws that govern behavior.
 - Informal- unwritten rules or standards that govern the behavior

Summary

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